Winter 2000

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PARTNERSHIP BALLANS

A PROGRAM OF THE CALIFORNIA DEPARTMENT OF HEALTH SERVICES



Message From The Project Director

Sandra Pierce-Miller

President Clinton recognizes that "The baby boom is about to become a senior boom, and like the baby boom, the senior boom will change the face of America." Clinton further says that "We must educate ourselves now and shift the burden of long-term care to the private sector, or at least the majority of it."

Now, in introducing his "Aging with Dignity" initiative, Governor Gray Davis states that "Just as we have a duty to the children who embody our

future, so, too, do we have an obligation to those who personify our past: those who fought wars, endured hardships and delivered us our great good fortune." The Governor goes on to acknowledge that "Our approach – consistent with our values – should be to keep families together by providing the services older Californians need to remain in their own homes, instead of nursing homes."

(continued on page 7)

Study Reveals High Satisfaction When Policy Benefit Accessed

by Lisa Kale

While there is growing knowledge about who buys long-term care policies and why, there has been no significant study of the effectiveness of such policies. On an industry wide basis, no one knows exactly how easily claimants can access benefits, or whether claimants feel they are

getting a good buy for the premiums they pay for their long-term care insurance policies. It is also unknown whether claimants are satisfied with their long-term care insurance policy and insurance company, and whether the patterns of formal and informal service use differs for LTC insurance claimants compared to similarly disabled persons without LTC policies.

In a search to find answers to these industry and claimant questions, the "Descriptive Analysis of Patterns of Formal and Informal Caregiving Among Privately Insured and Non-Privately Insured Disabled Elders Living in the Community" was conducted by LifePlans, Inc. and The Center for Health and Long-Term Care Research.

Several key findings were revealed by the study which are encouraging to those of us who care about the satisfaction of the clients we serve. Results of the study among privately insured claimants include:

 For more than 70% of claimants, insurance pays all of the costs of care.

- 86% of claimants are satisfied with their long-term care insurance policy.
- 70% of claimants found it easy to file their claim.
- About one in four claimants rely solely on formal services for their care.
- 90% of all individuals filing claims had no disagreements with their insurance companies or had a disagreement that was resolved satisfactorily.
- About 60% of claimants and informal caregivers indicated that without their policy they would not be able to afford their current level of services and would have



CALIFORNIA DEPARTMENT OF HEALTH SERVICES

The Importance of the Home and Community-Based Care Benefit As a Monthly Benefit

A major observation noted in the Long-Term Care Study Summary (see front page) was that a daily cap on the home and community-based benefit can result in undermet need.

For example, in many non-Partnership policies, the home care benefit is offered as a daily benefit. These policies reimburse the policyholder a capped amount for each day they receive covered services. But, what happens if the policyholder does not need home care on a Saturday or Sunday when the spouse (or other informal caregiver) is home from work and can provide the care? Since the policyholder does not need any of the home and community-based care benefits during the weekend, are those benefits available to pay for more care when the informal caregiver is at work? The answer is "NO." The policyholder must either use their daily benefit or lose those benefits for that day.

In many other policies, the home care benefit is offered as a weekly benefit, which is a great improvement over having the benefit capped on a daily basis. Here again, however, any amount of home and community-based care the policyholder does not use during the week cannot be added to a future weeks' benefit cap.

The California Department of Health Services requires all comprehensive Partnership policies to provide the home and community-based care benefit as a "monthly" benefit. These monthly home and community-based benefits provide your client the greatest flexibility in the way they use this service. When more extensive services are needed, the Partnership policy-holder's monthly "bucket of money" allows your client to obtain services which would exceed the amount available under a fixed daily benefit.

This benefit can be purchased by your client with a range equaling 50 to 100 percent of the value of the nursing home maximum daily benefit (MDB). Using an example where your client chooses a home and community-based care benefit at 50 percent of the nursing MDB equaling \$100 a day, the calculation is as follows: 1/2 of \$100 x 30 days = \$1,500 Monthly Benefit.

EXAMPLE: Sam and Andrew each have long-term care policies with the \$50 a day home care benefit outlined above. The only difference between their policies is that Andrew's policy is a Partnership-certified policy with the monthly "bucket of money" feature, while Sam bought an ordinary LTC policy with a fixed daily benefit.

Both Sam and Andrew are attended by their respective children and grandchildren, Thursday through Sunday. On Monday, Tuesday and Wednesday, Sam and Andrew need to pay a caregiver for 10 hours of care a day at a cost of \$8.50 per hour (total cost per month = \$1,020) The visiting nurse visits each of them to check their medications and record their vital signs (cost \$100) on Tuesday (additional cost of \$400 per month).

Sam's daily benefit of \$50 a day pays \$600 for the needed days and, since Tuesday is one of the care days, the cost of the visiting nurse (\$100) is outside of the benefit amount.

Therefore Sam pays, out of pocket, \$820 per month. Andrew, on the other hand, has \$1,500 a month to pay for these services. That means on those days Andrew doesn't need to spend any money, that day's benefit is saved for use later in the month. With Sam's daily benefit, the unused benefit is not available to augment days when more than \$50 of services are needed.

At the end of the 30-day month*, both men will have received exactly the same services, but Andrew will have paid nothing out of his pocket, and Sam will have paid \$820.

When you explain the Partnership policy's monthly "bucket of money" feature and the limitations of a standard policy's daily benefit, your clients will quickly see the advantages of this provision.

*Monthly figures will vary depending on the number of days in the month and the day on which the month begins.

Long Term Care Study (continued from page 1)

to consume fewer hours of paid care. Many also indicated that without their policy benefits, they would have to rely more on informal supports.

- About half of all claimants indicated that with private insurance, they can remain at home instead of seeking institutional alternatives – nursing home care or assisted living facilities.
- Insurance is likely to continue to help disabled individuals remain in their homes at the same time as it maintains and enhances informal support networks.
- 70% of individuals with private LTC insurance primarily use unskilled services such as home health aides and homemaker services, whereas among the non-insured disabled, skilled
- nursing services remains the most prevalent Medicare funded home care service.
- Formal care may substitute for some, but not most informal care, and the two systems appear to be working together to better meet the needs of claimants.

While a small portion of claimants reported receiving too little care

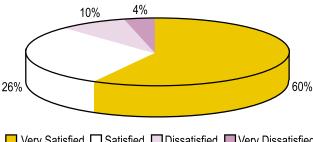
Long Term Care Study (continued from page 2)

(undermet need), the likely reasons for having times when necessary care was not available is interesting. In cases when multiple formal caregivers were involved with their care, study claimants were more likely to report undermet need. This suggests a lack of coordination of service schedules or unclear lines of responsibility between caregivers. In some cases, it is also

daily benefit caps, toward weekly or monthly benefit budgets. Results from the study indicate that as more companies move in this direction, the reported amount of undermet need should decline.

With the Partnership policy care management feature, your clients receive care coordination, allowing for the provision of quality benefits in a

Level of Satisfaction with **Long-Term Care Insurance Policy**



Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied

difficult to coordinate the service schedules of providers with the care expectations of claimants. These issues suggest that claimants could benefit from care coordination or care management services.

Additionally, most long-term care insurance policies held by the claimants in the study have maximum daily limits on benefits. However, given the nature of service schedules, it is possible that a claimant incurs no or low expenses on certain days and high expenses on other days. To accommodate the variable service schedules, the study suggests that insurers may want to move away from

coordinated cost-efficient approach. Furthermore, the home and community-based care benefit is capped as a monthly benefit. You will find a detailed explanation on the importance of the home and community-based care benefit as a monthly benefit on page 2 of this newsletter, supporting the study's findings that a monthly benefit is critical to meeting the needs of policyholders.



Sales of the new and improved Partnership policies have been outstanding! During the first 3 quarters of 1999 (January 1, 1999 through September 30, 1999), sales of redesigned policies increased 655% over the sales achieved during the first 3 quarters of 1998. Moreover, 20% more policies were sold during the first three quarters of 1999 than were sold from the inception of the program through December 30, 1998.

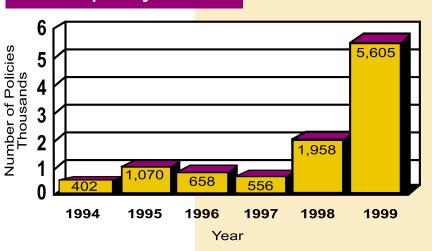
The chart below illustrates the trend of applications (policies) received from the program's inception through the third quarter of 1999 (the latest data available).

Who's Buying Partnership Policies?

- The median age of a Partnership policy purchaser is 63.
- · 70% of all Partnership sales are to people between the ages of 55 and 74.
- 59% of all purchasers are female.
- · 68% of all purchasers are married.
- · 85% of all sales are for comprehensive coverage (nursing home and home care).
- · 89% of all sales are first time sales (not conversions from other insurance products).
- 32% of all sales are for 2-year policies.

Source: California Partnership for Long-Term Care, 3rd Quarter Report, 1999.

Partnership Policy Sales Soar



The Role of Home Care Aide Organizations In Long-Term Care by Sandra Pierce-Miller

As we know, the home care industry is one of the most rapidly growing industries in the nation, and we are grateful for that fact. We all share a dream and a wish to remain in familiar surroundings as we move into our senior years. You may be most familiar with Home Health Agencies that primarily provide skilled home care services to Medicare beneficiaries as well as licensed private nursing, home infusion, hospice, a regimen of home therapies, as well as assistance with activities of daily living. Less heard about are Home Care Aide Organizations. The information presented here regarding this important home care source is an excerpt from an informational flyer provided by the California Association for Health Services at Home, otherwise known as CAHSAH.

Home Care Aide (HCA) Organizations can help fill the gap between skilled care and independence. These organizations focus on custodial services, by providing supportive formal care services

to individuals and families with long-term care needs. They provide assistance with activities of daily living which require no medical intervention and are non-invasive.

What advantages do HCA Organizations offer as providers of long-term care? CAHSAH reports that these Organizations can often provide personal care at a lower cost than might otherwise be charged by a Home Health Agency. This may be because most of the care is delivered by home care aides, care that is less expensive than other types of home care.

CAHSAH also points out that the client benefits from the use of the services of an HCA Organization because these organizations manage complexities such as hiring, screening and testing of aides, employee payroll, taxes, vacation coverage, etc.

Ginny Pinkerton, Director, Senior Home Care Connection, and Chair of the CAHSAH Board of Directors, describes the differences between Home Health Agencies and HCA Organizations as follows: "I like to explain it this way, Home Health Agencies are the bricks of home care, providing the medical supportive care, and HCA Organizations are the mortar that holds the bricks together over time."

Ginny goes on to say "As agents, those developing policies, or those negotiating with care providers, it is important that you understand the system and are able to give your clients the best information possible about availability and cost of services. This will help your clients to make informed choices

and enable them to maximize their benefits."

Ginny points out that there is currently no licensing body overseeing the practices of the HCA Organization industry. She also recognizes that more and more long-term care insurance companies are looking for standards to assure quality in the care received by policyholders. Ginny says "In California it is important to note that compliance with any established standards is voluntary. It is important, therefore, that you are able to give your clients some guidelines when looking for a suitable HCA Organization.

It is best to seek a responsible Home Care Aide Organization that will be accountable for your client's home care needs. The agency will screen, select, train and supervise the home care personnel they assign to provide care. This means that the policyholders won't have to select their provider from a list of names from a registry.

Your state home care association, local Home Care Council and/or Better Business Bureau are good sources for identifying home care providers in the community."

Sharon Reed, Director of Capitated Health Care Systems, a care management organization approved to provide services to Partnership policyholders, shared that her organization is always relieved when a policyholder chooses to use an HCA Organization because they are reassured about the quality of services that will be received, that background checks have been completed, and required training has been provided.



CALIFORNIA DEPARTMENT **OF HEALTH SERVICES**

True Cost of Alzheimer's Caregiving

A study of caregivers of Alzheimer's patients confirms that the job of caregiving, carried out in at least five million American households, carries tremendous physical, emotional and financial costs.

Survey data released by the Alzheimer's Association and the National Alliance for Caregiving, show Alzheimer's caregivers suffer higher levels of physical strain and emotional stress than other types of caregivers.

The report, "Who Cares? Families Caring For Persons with Alzheimer's Disease," is based on data from a large national survey conducted by the Alliance. Among the 1,509 caregivers surveyed, 22% were caring for a person who had Alzheimer's disease or "mental confusion." This subset of caregivers was twice as likely as other caregivers to be providing

intense day-to-day care. Other findings about this group include:

- They are twice as likely to be providing more than 40 hours of care per week.
- Nearly three-fourths have been providing care for at least one year and almost 40% have been providing care for more than five years.
- They provide more help with activities of daily living and are more likely to be dealing with incontinence and with medication problems.
- Three-fourths of the caregivers are women, and one in three has children or grandchildren under 18 years of age living at home.
- Seven in 10 caregivers are employed for at least some of the time they are caregivers. They often lose time from work, cut back to part-time, turn down promotions, transfer to less demanding jobs, retire early or simply quit working.

The financial strain on caregivers of Alzheimer's patients is significant, the report concludes. Alzheimer's caregivers are typically not wealthy-almost one in five has a household income below \$15,000; 11% have income of \$75,000 per year or more.

Non-spouse caregivers who are living with, and provide financial support for, a person with Alzheimer's spend an average of \$261 a month of their own money for prescription drugs, clothing and other daily needs.

"This survey data makes the case even more forcefully for caregiver support programs," said Gail Hunt, Alliance Executive Director.

For more information and to find out more about caregiver support programs, contact the Alzheimer's Association at 800-272-3900.

Terms To Know

Home Health Agency: An organization which is primarily engaged in providing skilled nursing services and other therapeutic services to persons in the home on a part-time or intermittent basis under a plan of treatment prescribed by the attending physician.

Hospice: An organization that is primarily engaged in providing multidisciplinary care to terminally ill individuals (can be facility-based or provided through a licensed HHA or hospice).

Home Care Aide Organization: An organization that provides a wide range of non-medical assistive services to adults and children, including:

 environmental management, such as housekeeping, chores and shopping

- · companionship and respite care
- · transportation and escort services
- assistance with activities of daily living, such as grooming, bathing, ambulation, toilet and elimination assistance, meal planning and preparation, medication reminders, etc.

Skilled Nursing Services: Services provided by a registered nurse or licensed vocational nurse.

Source: California Association for Health Services at Home.



SB 738 Signed-CPLTC Program Extended

State Legislation

SB 738

Governor Gray Davis has signed new legislation that provides for the continuation of the California Partnership for Long-Term Care for five years. Senate Bill (SB) 738 extends the sunset date of the Partnership to January 1, 2005. Extension of the sunset date will allow California consumers the opportunity to continue to purchase quality, affordable Partnership certified long-term care insurance policies with their unique Medi-Cal asset protection provision. Through enrollment into the Partnership program, consumers will continue to be protected from impoverishment due to the costs of long-term care.

SB 475

Senate Bill 475 (Dunn) requires the Insurance Commissioner, in consultation with representatives of the Health Insurance Counseling and Advocacy Program (HICAP), to annually prepare a consumer rate guide for consumers of long-term care insurance on long-term care policies and certificates issued in the U.S. on or after January 1, 1990. The guide must be published annually beginning December 1, 2000, and would include an explanation of the different kinds of long-term care insurance and coverages available to consumers, and the premium history (up to ten years) of each insurer who writes long-term care. The guide will be distributed through HICAP offices, through the Department

of Insurance's (DOI) consumer toll-free telephone number, and on DOI's Internet web site. Additionally, each insurer must disclose all rate increases and rate increase requests in the premium section of the "Long-Term Care Insurance Personal Worksheet."

SB 870

Another important piece of state legislation enacted recently is SB 870. Some of the provisions of SB 870 include:

- the requirement that all "nursing home only" and "comprehensive" policies include Residential Care Facilities (RCF) at no less than 70%
- the limitation of eligibility triggers for nursing homes to no more than two Activities of Daily Living (ADL) deficiencies
- the requirement that all covered benefits be reimbursed up to the RCF daily caps
- the requirement that RCF benefits triggers can be no more restrictive than what is used for home care
- the clarification of the six month pre-existing condition clause policy
- policy termination is prohibited due to divorce
- the dropping of mental illness as a possible exclusion

The provisions of SB 870 become effective July 1, 2001 or 90 days after approval of new contracts by the Department of Insurance.

Federal Legislation

H.R. 540

Recently signed into law, H.R. 540, (#46-3168, 5 pp.), requires nursing homes to phase-down their Medicaid participation, instead of dropping the program overnight. The bill requires a nursing home to give oral and written notice that it is withdrawing from Medicaid. Congress passed this legislation to ensure that nursing homes withdrawing from participation in Medicaid cannot "dump" these patients until other arrangements have been made. This change in federal law was modeled after California's existing law.

H.R. 2116

Passed by the House in September, 1999, H.R. 2116, when passed by the Senate, will require the Veterans Affairs Department (VA) to extend long-term care to some veterans and reimburse veterans for emergency treatment at non-VA facilities. Under the bill, the VA must provide extended-care services to veterans judged to have 50 percent or greater service-connected disability. Such veterans get the highest priority for placement in VA nursing homes. The bill also bars the VA from closing more than 50 percent of the beds within a particular section of a facility without justifying that decision to Congress.

Coming Soon!Partnership Agent Seminars

March 23, 2000 Sacramento March 28, 2000 Oakland March 30, 2000 Fresno

April 4, 2000 Woodland Hills April 5, 2000 Orange County April 6, 2000 San Diego

Watch your mail for more details.

Order "Taking Care of Tomorrow" Today

The California Department of Aging's "Taking Care of Tomorrow: A Consumer's Guide to Long-Term Care" has been revised. Please make sure you are using the brochure with the blue cover, dated July 1998. You can get copies of this updated brochure from your company.

California Insurance Code Section 10234.93(a)(9) requires you to provide a copy of this guide to each prospective applicant prior to the presentation of an application or enrollment form for insurance.

The information in this guide will provide your clients with an overview of long-term care issues and answer basic questions concerning the need for long-term care and how to obtain it. A chapter on the Partnership is featured as well.

Message From The Project Director (continued from page 1)

The Governor's "Aging with Dignity" initiative includes a \$500 tax credit for caregivers, expansion of Medi-Cal services to cover more out of pocket costs for disabled elders, and increased wages paid by Medi-Cal for in home-support service providers. Equally important in the initiative is the increased oversight of nursing homes to assure the quality of care received by Californians in those facilities.

This is exciting news for all of us! The recognition by both President Clinton and Governor Davis to improve long-term care services to the elderly confirms that we are on the right track with our joint efforts to provide high quality private insurance as an option for Californians to pay for their long-term care.

It is apparent the country is beginning to become aware of the pending crisis in long-term care. Judging from the growing California Partnership policy sales figures (see graph on page 3), consumers are beginning to take responsibility for their own long-term care costs.

Consumers are finding that Partnership policies are the most financially practical policies to buy because of the unique Medi-Cal asset protection feature and built-in inflation protection. If you haven't reviewed the new Partnership policies lately, you're missing a tremendous sales opportunity.

In addition to launching redesigned policies, Partnership staff recently coordinated a round table discussion to provide an opportunity for representatives from Home Care Aide Organizations, representatives from the Partnership insurance companies, and care management organizations to discuss issues of mutual interest to these companies and LTC insurance policyholders.

During the round table, each of the organizations' perspectives and experiences in the process for receiving and giving approval to provide policy benefits was explored.

I am encouraged by this spirit of cooperation and real interest on the part of the participants to smooth out any bumps in the system. Thanks to everyone for taking part in this important dialogue.

This issue of the California Partnership News features a summary of the findings of a paper on the effectiveness of long-term care policies prepared by LifePlans, Inc. and The Center for Health and Long-Term Care Research. I think you'll find the information interesting as well as helpful in your day to day marketing efforts.

There's important information on home care, featured on pages 2, 4 and 5 of this issue. These articles explain what home care is... the stress caregivers suffer... and the importance of the home and community-based care benefit as a monthly benefit.

There are a lot of useful facts, figures and information in this issue of The Partnership News... we know you'll find them helpful.



These Continuing Education providers are approved by the Department of Insurance and the Department of Health Services. They all offer the training required by the Partnership.

The Partnership does not endorse any particular course. All courses must follow the outline developed by our office. Please call the providers for their list of scheduled classes or visit their websites.

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Eligibility Question of the Quarter

- **Q:** What are the community spouse resource limits for 2000 when qualifying for the Medi-Cal nursing home benefit?
- A: The 2000 community spouse resource allowances are \$84,120 in assets and \$2,103 in monthly income. For a married couple with one spouse in a nursing home and the other spouse at home, the spouse at home may keep up to \$84,120 in resources (property and other assets) while the spouse in the nursing home may keep \$2,000. The spouse at

home may keep all of the income received in his or her name, regardless of the amount. If the amount is below \$2,103 per month, the spouse in the nursing home may allocate income to bring the at-home spouse's income up to the \$2,103 per month limit. The spouse in the nursing home is permitted to keep \$35 a month for personal needs. Single individuals remaining at home and getting Medi-Cal are permitted to retain \$2,000 in addition to any other exempt assets.

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PARTICIPATING INSURERS

Bankers Life and Casualty (888) 2828-BLC

CNA Insurance (800) 852-4414

GE Financial Assurance (800) 354-6896

New York Life Insurance (800) 224-4582

CalPERS Long-Term Care Program (800) 205-2020

Transamerica Occidental Life Insurance (800) 690-2758



The following web sites are great resources for information on long-term care and can help you prepare sales presentations.

www.dhs.ca.gov/cpltc

The California Partnership for Long-Term Care web site contains resources and information to help you sell more policies than ever before! You'll find county statistics, articles, Frequently Asked Questions and updates on regulations and Medi-Cal issues. You'll discover tools you can use to educate your clients such as downloadable PDF files of the Partnership brochures, "Before You Buy," and more.

www.insurance.ca.gov

The Department of Insurance has a section for Agents & Brokers providing information on producer licensing and continuing education.

www.oshpd.ca.gov/hid/resource/users/ltc/index.htm

The Office of Statewide Health Planning and Development has a section on health care information featuring long-term care facilities' financial and utilization data.

www.aging.state.ca.us/internet/stats/statist.htm

The Department of Aging has projected the population for ages 60 and above and population pyramids reflecting the impact of the baby boomer generation in the years 1990 and 2010.

www.ahca.org

The American Health Care Association's site features materials on "15 Key Questions About Long-Term Care" and "Debunking the Myths: Long-Term Care Insurance." The site also has information on assisted living, home care, nursing facility care, and other important issues related to long-term care.



CALIFORNIA DEPARTMENT OF HEALTH SERVICES



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